

Lord & Taylor

FIFTH AVENUE



Women's and Misses' Fashionable Coats presented in our successful January Coat Sale at \$65 and \$85

THIRD FLOOR

New Modes Refresh January Coat Sale

\$65 \$85

Fashion vies with reasonableness in our great January Coat Sale. The very decorative coats banded with black caracul, the very luxurious modes with collars and cuffs of wolf, the more tailored modes with throw scarves are prevalent among the new modes that are received each day for this event.

Gowns for Women \$65

One, a French gown, is well suited to the American woman. It is slim and straight, made with the bateau neckline and low girdle and fringed perpendicularly with silk braid. Another gown elects a simple but effective design executed in steel beads on that very exquisite fabric—crepe Romaine. Both moderately priced at \$65

THIRD FLOOR

The New Dress-and-Cape Suit \$35



Introducing that newest of combinations, the Dress-and-Cape Suit (right) at a price as moderate as the suit is smart. The dress is that very simple type with great beauty of line and material. The cape smartly follows circular lines. Obtainable in the most approved sports colors

THIRD FLOOR

A Fascinating New Blouse \$9.75

Silver beads effect the design of great charm on the overblouse (left) that is developed of crepe de Chine in three delightful shades, canna, larkspur and navy.

THIRD FLOOR



January Fur Sale

At Greatly Reduced Prices

The model fur coats and wraps in this Sale offer exceptional values—some of the finest we have seen in years. Many of the unusual and distinctive models have been so radically reduced that they are now marked at a small part of their original price. An opportunity for women who seek unusual furs! Broadtail, kolinsky, mink, squirrel, mole and Alaska seal.

Hudson Seal Coats

(Dyed Muskrat)

\$245 \$295 \$375

Loose belted models made of fine quality pelts and handsomely lined.

Natural Raccoon Coats

\$149.50

There is a decided flair for these sports models this season.

Lovely Fur Scarves

Natural beaver, \$42.50; black lynx, \$39.50; natural skunk, \$14.50; \$34.50; fox animal scarves, \$39.50

FOURTH FLOOR

A Remarkable Sale!

Strands of Pearls

At Very Special Prices

An exceptional opportunity! Pearl necklaces of indestructible beads, beautifully matched and perfectly graduated. The color is that lovely soft lustrous tone that distinguishes pearl beads of the finer quality. These pearls are in strands of three lengths.

22 inch, \$5.95

24 inch, \$6.95

30 inch, \$8.95

All pearls have solid gold clasps.

These pearls are marked so much lower than usual prices—only a small part of their original selling prices—that we cannot speak too strongly of the values offered. There is only a limited number of strands, so you will do well to make your choice early!

GROUND FLOOR

Hip Books, Bill Folds and

Pass Cases \$2.95

Genuine pin seal—14 karat gold mountings—excellent workmanship at every point. These are tempting values at the above very low price.

GROUND FLOOR

A Sale of Hand-Made

Russian Filet Laces

For Interior Decorating Purposes

These popular laces have been very hard to get and we have not been able to secure sufficient quantities to offer them in a special selling until now. In this Sale we are able to present them at exceedingly low prices.

Russian Filet Insertions, cream-colored, 12 inches wide, smart for table runners, \$2.25 yard.

Russian Filet Insertions, very beautiful designs, 18 inches wide, for bedspreads, \$2.95 yard.

Russian Filet Insertions, charming outline in heavy cord designs, 18 inches wide, \$4.95 yard.

Fringes, to finish these insertions, all widths from 3 to 6 inches, 30c to 75c yard.

GROUND FLOOR

Elente Corsets

\$5.50 \$6.50

One has a girdle top with elastic insets—eyelet lacing below front steel—flesh-colored broche, \$6.50. Another broche model has a medium top and long skirt \$5.50

SECOND FLOOR



A Fresh Importation

Paris Millinery

Early news of Spring—just an advance whisper—for those who go South or town-dwellers who long for a fresh note in their costumes. Paris hats, a few dozen only, each an exclusive model, each designed by a leading French milliner.

This Is News!

These hats live up to the expectations we have of Paris. They are decidedly new, in colors which are irresistibly gay, in combinations of cloths and straw, and the shapes themselves, which are constantly surprising you with an unusual turn of brim or position of trimming.

Prices Are Actual Paris Cost

FOURTH FLOOR

The Great Sale of Lingerie

Enters Its Third Week Refreshed with Many New Assortments

We have just seen the fresh new assortments that go into this Sale tomorrow and we want to say most emphatically to all women—if you have missed seeing these values, don't let another day go by—there is such interesting variety in all of the things you need the year round, and all at special prices.

Radium Silk Lingerie In Enchanting Colors

The very quality of radium silk lends itself to such delightful colors as peach, honey dew, flesh and orchid in charming striped patterns. Night-gowns \$9.75, step-in Chemise, \$4.95; Vests and Drawers, \$3.95 each.

Plain radium silk gowns, \$5.95 and \$8.95; step-in Chemises, \$3.95; Vests and Drawers, \$2.95

Special!—French Lingerie

We have greatly reduced the prices on some of our loveliest batiste hand-embroidered gowns, some lace-trimmed. Gowns, \$3.95 to \$12.75. Combinations, \$3.95, \$4.95

Silk Jersey Petticoats, \$3.95, \$5.95

A very soft, firm quality, with plaited flounce.

SECOND FLOOR

Krepe Knit \$3.75 Yard

A delightful new material for sports wear is like silk Jersey with a soft nap, that makes it particularly durable and most unusual in appearance. It is shown in the bright sports colors, appropriate for morning and afternoon hours in the South. 36 inches wide.

Satin-Backed Moire \$6.50 Yard

Another very popular material this season. 40 inches wide.

Foulard Silks \$1.58 Yard

New Summer designs in browns and blues. 36 inches wide.

GROUND FLOOR

A Special Selling of

Infants' Frocks

\$2.95 \$3.95

Dainty little white frocks, both imported and domestic, made of fine quality batiste. Some are trimmed with fine lace and narrow tucks, others with hemstitching or embroidery, and all are beautifully made.

Mothers who wish to buy a good supply of frocks for the rest of the Winter and for Spring need look no further than this. They are values that will be difficult to duplicate elsewhere. Other frocks in this selling marked at \$4.95, \$5.95, \$7.50

FOURTH FLOOR

Shades of Orchid and Yellow Lead the Way in New

Imported Voiles

A delicate orchid shade, or the deeper mauve and purple that flower boasts—which do you prefer? You may choose either one in a new imported voile for your Southern-wear frock, and be sure that yours will be one of the smartest in color. Or if you select one of the many shades of yellow voile your choice will be equally good.

They Come From France

These new voiles were all imported from France, where many of the loveliest, most exquisite fabrics are made. And the variety even in the weaves of voiles alone is enough to amaze you. Voiles embroidered, broche voiles, printed voiles and plain voiles, all wonderfully soft and sheer. 40, 42, 45 inches wide. \$1 to \$8.50 yard.

Let Us Help Design Your Frock

In the Fabric Department you will find several frocks made up of our newest cotton fabrics, suggesting color combinations and styles to be used for these materials. We shall be glad to offer any further suggestions and to help you in any way possible.

Other Imported Fabrics

Embroidered organdies with delicate rosebuds, dots and eyelet designs, on white or colored grounds. These organdies have the permanent finish that keeps them fresh after several wearings, and crisp even after laundering. 45 inches wide, \$1.85 to \$4.95 yard.

SECOND FLOOR

Satin Meteor Petticoats \$4.50

You'll admit this is a small price for a good quality satin meteor petticoat. These are plain with fringe edge in white, black or navy.

Crepe de Chine Breakfast Coat \$13.75

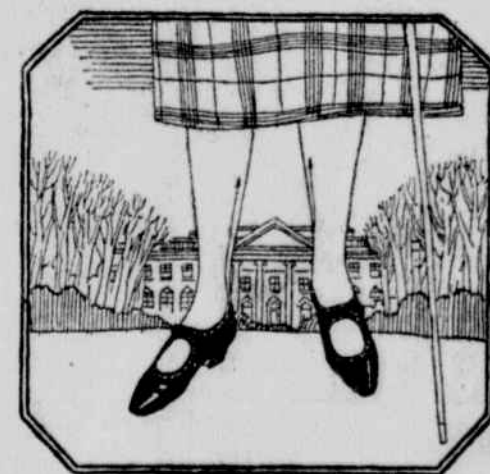
Soft crepe de Chine with quilted Tuxedo collar, pockets and cuffs makes this coat wonderfully soft and attractive. Albatross lined throughout. A very exceptional value.

Satin Breakfast Coat \$8.45

This model adapts itself for breakfast in bed or as a negligee. It is of two-tone satin edged with a narrow ruching.

Two-Tone Satin Breakfast Coat \$14.75

Box-plaiting is the novel feature of this new two-tone satin model. Its Tuxedo collar, pockets and cuffs are piped in contrasting color.



Flat Heel, Round Toe

Strap Pumps \$7.90

Featured Monday

Good news indeed for the women who want round toes and low heels in strap pumps. The new style is here and at a very moderate price. Sketched above is a beguiling new pump with broad strap and buckle. It is made in grey suede, black satin or patent leather, just the materials you will want for Southern or early Spring wear.

Another low heel strap pump with wing tip is made in tan grain leather with one or two straps, a style so much worn with wool hose.

On account of the unusually low price we advise an early selection.

SECOND FLOOR

Look for the Notice of Our Mask Exhibition in Today's Times and World